

In a Flash . . .



Project Ignition

Mooreville High School

Mooreville, Indiana 46158

Opening Convocation



Advisor Sharon Eickhoff and student leaders Jessica Riggio and Matt O'Neil accept the check at the opening convocation on September 21, 2004. Seven hundred students attended the convocation that featured guest speakers, demonstrations with audience participation, and an opening video presentation that introduced the theme, "In a Flash."

Opening Convocation



M.P.I. (Mooresville Project Ignition) members demonstrate the importance of wearing seatbelts in this activity. Audience members had to maneuver through a course without hitting any of the obstacles.

Homecoming Parade - Oct. 1



Members of M.P.I. get ready to walk in the Homecoming parade. They distributed over 700 flyers about Community Day to onlookers.

Homecoming Parade



Advisor Sharon Eickhoff helps decorate the Wheeler's tow truck for the parade. Wheeler's had such a smashed car on the trailer that one little boy watching said, "Wow mommy, look at that car." The mom replied, "Yeah, that's why we always wear our seatbelts."

Homecoming Parade



Seniors Lauren Gershanoff and Brandi Kovacs get into the spirit of the parade. Both are members of M.P.I.

Seatbelt Safety - Oct. 4-15



“Seatbelts click IN A FLASH, buckle up” was the theme for the 1st two weeks of the project. This display case showed statistics about seatbelt safety and promoted the group’s message. The display case is located in the central part of the school and is seen by many students each day.

Seatbelt Pledge - Oct. 7-8



During lunch students could sign a pledge to wear their seatbelts. In exchange, the students received a raffle ticket for prizes and a free “no homework” pass. Nearly 800 students signed the pledges.

Seatbelt pledge



Prizes raffled to participants included free food from a variety of restaurants, gift certificates to local music and video stores, and free dinners. The following week, M.P.I. members stood outside daily as students left school to remind them to wear their seatbelts.

Dangerous Driving - Oct. 18-29



October 18-29 focused on dangerous driving habits, and M.P.I. sponsored a Community Safe Driving Day on October 19. Despite the rain and cold temperatures, 250 people participated in the event. The theme for this focus area was “A crash happens IN A FLASH, drive safely.”

Community Day



Local police and fire departments brought their vehicles and discussed safer driving decisions with participants. There were 2 fire trucks, an ambulance, and 4 police vehicles.

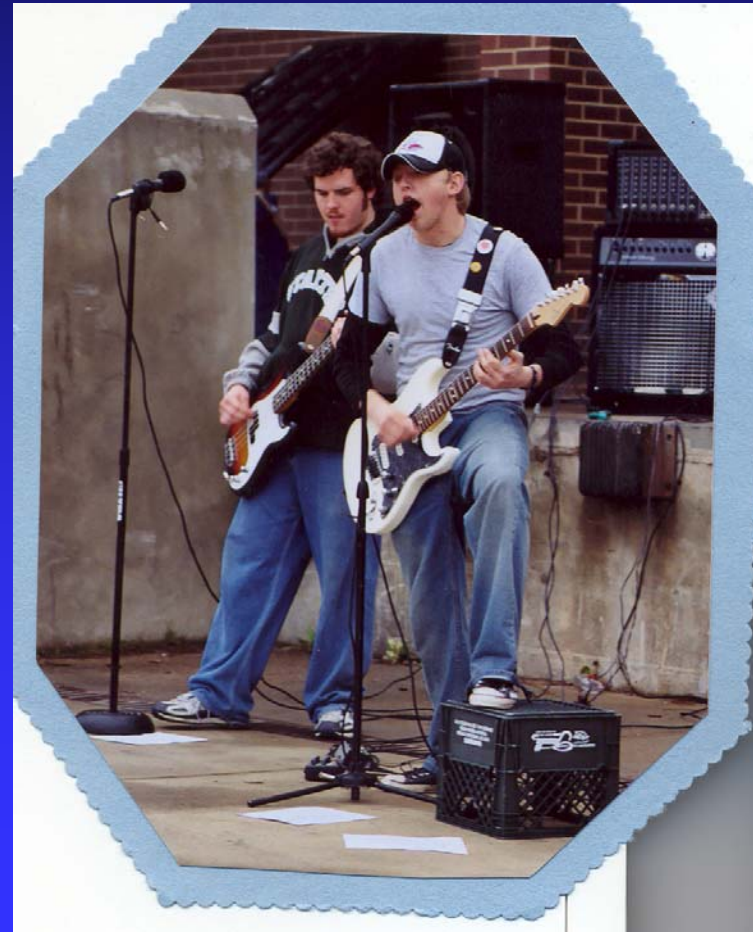
Community Day

One of the booths featured key chains made by the special education students. The key chains were given to anyone who signed the seatbelt pledge. Participants of all ages could sign the pledges. Balloons were distributed to kids, and free food and soft drinks were available to all.



Community Day

Student band “Singled Out” performed at the event. The group even wrote an original song to promote safe driving habits and wearing seatbelts. The group performed for the two hour event from 4-6 p.m.



Community Day

In addition to the band, there was a free raffle. Prizes were announced every 15 minutes, and participants won free food coupons, picture frames, key chains, free desserts from local restaurants, and other gifts. Crystal Flash Gas Company brought a tanker to promote their raffle of \$300.00 in free gas. Six winners received \$50.00 of free gas each.



Community Day

Wal-mart brought two semi-trucks to Community Day. One showed the braking distance required for a semi-truck traveling at 55 mph, and the other truck educated participants on the “know zone.” Participants could sit in the truck to see the blind spots for the truck driver. This taught drivers to not put their vehicle in these spots.



Community Day



Participants could sign a banner that said, “If a seatbelt has saved you or a loved one, sign here.” The banner was put on display during lunch the next day at school so that others could sign it.

Community Day



Wheeler's Towing again brought a vehicle to show a deployed air bag. This poster told how fast an air bag deploys and compared it to other things. One comparison said it would be like being hit by an Indy car driver going 200 mph.

Community Day



This is the car that Wheeler's towing brought. Participants learned that an airbag deploys at 200 mph, and a child sitting in the front seat could be killed in 1/5 of a second.

Community Day



Students in the Child Development class studied proper car seat safety, created promotional posters to display, and educated other students about the dangers of putting children in the front seat of a vehicle. The class also created a PowerPoint presentation. Other classes joined in the study of safe driving habits, and teachers incorporated M.P.I.'s messages into their curriculum.

Community Day



WCBK radio stationed broadcast live from Community Day. The D.J's promoted the event and safe driving decisions in its broadcast. Other media coverage included stories in the student paper, *The Mooresville Times*, and the *Indianapolis Star*.

Community Day



Despite temperatures in the low 60's and a constant drizzle, M.P.I. member Steve Golden bravely waits to be dunked in the dunk tank. Ms. Eickhoff and senior Sam Phelps also braved the tank. "Take a teacher for a dunk, don't drive drunk."

Community Day

Vice-principal Tim VanWanzele also braved the cold water for the event. The next day after the event, students lined up to take another shot at dunking a teacher. This was the beginning of the next focus area – impaired driving.



Impaired Driving - Nov. 1-12



The 3rd focus area aimed to convince students not to drive impaired. In addition to the dunk tank, students could try on “impaired goggles” and attempt to drive a remote control car through a course. They could also try to walk a straight line. The theme for these weeks was “Hand over your keys IN A FLASH, don’t drive impaired.”

"Impaired Goggles"



M.P.I. member Kerien Kenworthy instructs another student to touch his nose and walk at the same time. This lunch activity showed the severity of impairment and the struggle to remain balanced and react normally.

"Impaired Goggles"

The goggles were donated by a local fire department. Here a student attempts to walk the line while trying other tasks. M.P.I. also stressed that other things make you impaired such as anger and exhaustion, not just alcohol and drugs.



Election Day Activity



On election day, M.P.I. members hung up posters to get students to “Elect not to drive impaired.” In addition to the posters, members distributed 1300 bags of red, white, and blue goldfish crackers to all students and staff. Each bag had a sticker encouraging students to not drive impaired.

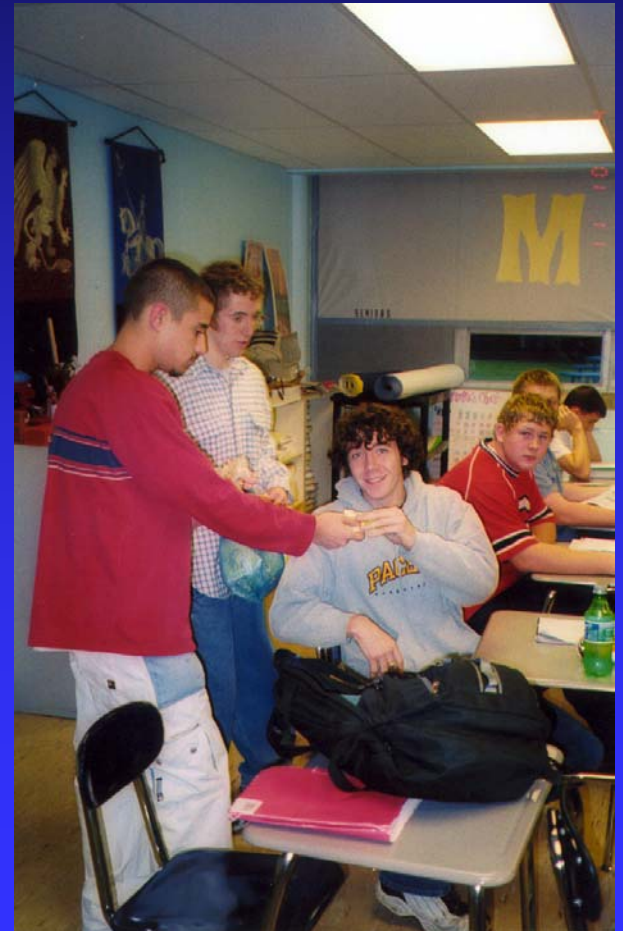
"Remember Them" keychains



Another sponsored activity was the “Remember Them” key chains. M.P.I. members spent 6 hours after school one day to assemble 1300 bags that contained supplies for students to make their own key chains.

"Remember Them" keychains

On November 11, M.P.I. distributed the key chains to students. Inside each bag were 10 different colored beads, a card, rope, a key ring, and a special poem written by a former student. Each color bead was to represent a loved one, and on the card, the student could write the name of the person next to the color. Every time the student looked at the key chain, he would think of his loved ones, "remember them," and make safer driving decisions.



"Remember Them" keychains



M.P.I. member Brandi Kovacs hands a bag to a student. Students hung the key chains in their car or on their back packs.

Keychains

Senior Brandon Graham attached his key chain to his back pack. He said that he is reminded of his friends and family whenever he looks at the key chain.



Key chain

Senior Heather Brock chose to put her key chain on her key ring. “The key chains were an awesome idea. It helps remind people that others care about them and that they should drive safely,” said Heather.



Cell Phone Safety - Nov. 15-26



The last focus area was using cell phones safely. “Cell phones ring IN A FLASH, pull over to talk” was the theme. Here M.P.I. members Kerien Kenworthy, Charity Cartwright, and Christie Seidl stand at the entrance of Kroger Supermarket to encourage shoppers to enter the turkey raffle and to “Not be a turkey – drive safely.”

Turkey Raffle



Shopper Tonya Merrit accepts her free turkey from M.P.I. members Matt O'Neil, Christie Seidl, and Kerien Kenworthy. "I enjoyed seeing the students doing something positive for our community."

M&M giveaway - Nov. 19

Seniors Sam Phelps and Heather Graves team up with Ms. Eickhoff to distribute customized M&M's to students at lunch. Ms. Eickhoff would ask the students a question about cell phone statistics, and the closest answer would win a bag of blue and gold M&M's. The M&M's had "hang up," "just drive," "In a Flash," and "Drive Safely" imprinted on them.



M&M's giveaway



M.P.I. member Sam Phelps hands Mr. Miller a bag of M&M's after he answers a question. Mr. Miller is a math teacher who has been called to active duty. Sixty-five bags of the candy were distributed during lunch.

Final Convocation - Nov. 24



M.P.I. members set up for the boxing match at the final convocation. Two teachers entered the ring in front of 1400 people to encourage them to “Don’t PUNCH numbers while you drive; hang up the phone and stay alive.”

Final Convocation



M.P.I. members Matt O'Neil, Jon Birchler, and Matt Smith work to set up the computer and video screen. These students worked on the video team that produced a video for each of the focus areas in addition to the beginning and final presentations.

Final Convocation



Matt and Jon check the projection of the video. The videos aired on the school's broadcast system. "I really liked the videos. Every time they came on, my students would get quiet and watch them. I thought they were very effective," said teacher Brinton Farrand.

Guest speakers

Former Indiana Pacer player Darnell Hillman speaks to the student body at the final convocation. He encouraged everyone to wear a seatbelt and shared personal experiences to impact the students. Another former Pacer, Stuart Gray, also spoke to the students. “Your life can change in a flash, and I don’t want any one of you to die. Make positive choices, kids,” said Stuart.

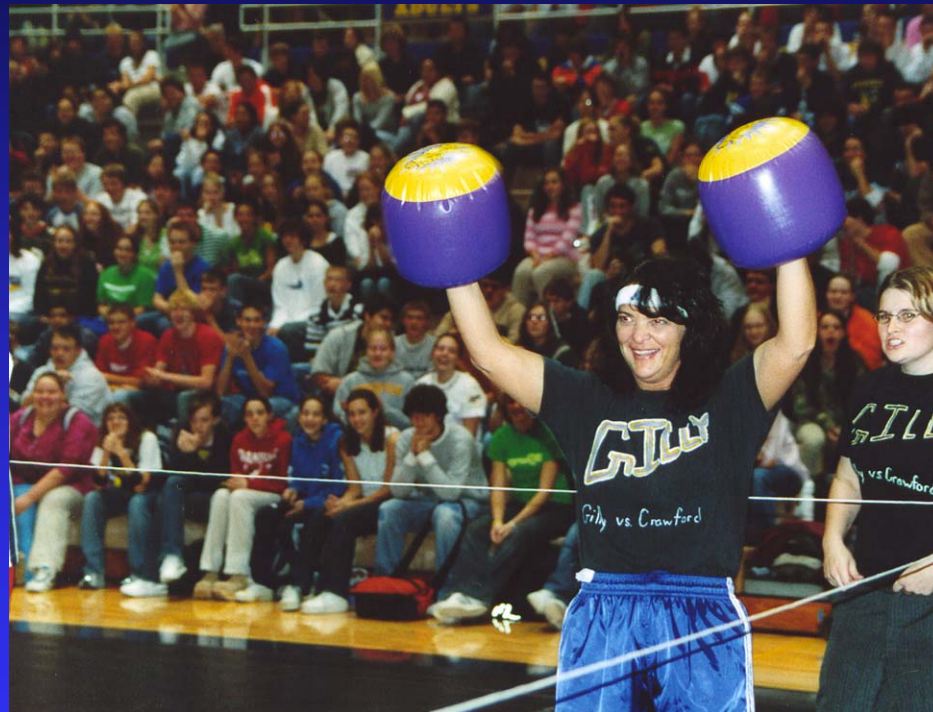


Boxing Match



M.P.I. member Matt Bain referees the boxing match between math teacher Kelly Crawford and social studies teacher Joyce Gilly. The two teachers boxed three rounds. In between rounds, M.P.I. members threw out 100 towels that had “Drive Safely” imprinted on them.

Boxing match



Joyce Gilly fires up the crowd before the match. M.P.I. members served as coaches, announcer, referee, and cheerleaders.

Boxing match



Students of teacher Joyce Gilly wear shirts to support their choice. Gilly won the first round, but fell to Crawford in the last two. After the match, every student received a mini flashlight to remember M.P.I.'s theme, "IN A FLASH."

Boxing match



Math teacher Kelly Crawford enters to the theme of “Rocky.” Her opponent chose “The Godfather” as her theme. At lunch, M.P.I. had a “Wheel of Fortune” contest. Participants could spin the wheel to win a prize or one of the coveted ringside seats. The students also answered questions about cell phone safety while waiting to spin the wheel. Twelve ringside seats were given. After a first round beating, Ms. Crawford pulled out a victory and was awarded the Champion’s belt.

Our messages- IN A FLASH



These four banners show M.P.I.'s messages to the student body. The banners were displayed at various events. "Project Ignition made this school a better place and really made the students aware of safer driving habits," said secretary Becky Bischoff.

Mooreville High School Seniors win Award for Project Ingition



- A press release from Indiana Rep. Bob Behning's office: "This is a major accomplishment for the staff and students of Mooreville High. Congratulations to those who dedicated their time and effort in achieving such an honorable award." It goes on to say "The students and staff should be proud of their achievement. This is a great opportunity for the students as well as the state of Indiana. I wish all who are involved in the program much success as they prepare for the competition in California."